

2017 CHAMPIONS OF BREAKFAST AWARDS

Celebrating School Breakfast Champions of the Western Region

The ***Champions of Breakfast Awards*** recognize the outstanding achievements of School Food Authorities (SFAs) and individual schools that impressively administer the National School Breakfast Program (SBP) and provide nutritious morning meals to children in the Western Region states: Alaska, Arizona, California, Guam, Hawaii, Idaho, Nevada, Oregon, and Washington.

Timeline

- October, 2016: Announcement to State agencies of Request for Nominations
- January 31, 2017: State agency deadline to compile nominations
- February, 2017: FNS and partner deliberation of nominations
- March, 2017: Announcement of winners during School Breakfast Week
- April, 2017: Webinar of Champions: best practices and success stories to consider for SY17-18

A. How to Nominate a Champion of Breakfast

Please submit nominations using the applicable ***2017 Champions of Breakfast Awards Nomination Form***. The nomination must effectively present the SFA's/school's accomplishments and other noteworthy achievements in the specific award category noted on the application.

SFAs/schools may submit a self-nomination or be nominated by another party, such as a partner organization. The following page contains detailed information on each award category. The nomination should designate only one award category that most signifies an SFA's/school's achievements.

Nominations must be submitted to State agencies by the due date established by the State agency. State agencies must then forward all nominations to the WRO no later than **January 31, 2017**.

B. Nomination and Evaluation Process

Western Regional Office (WRO) will accept nominations of SFAs/schools operating SBP in the following four categories:

- 1. Successful Startup of a New School Breakfast Program**
- 2. Implementation of an Innovative School Breakfast Model**
- 3. Boosting Breakfast Meal Quality**
- 4. Tradition of Excellence in Serving School Breakfast**

Those submitting a nomination must complete the nomination form to the best of their ability. Nominations should incorporate sufficient information to effectively demonstrate the accomplishments under the appropriate category. Nominations must demonstrate how a SFA/school expanded the School Breakfast Program and/or increased breakfast participation. Narratives that can clearly illustrate how

the particular approach is innovative, sustainable, cost effective and transferable receive the highest consideration. *Nominations will not be scored solely on participation figures, as factors such as school grades, eligibility, provision options and program models will be taken into account by reviewers.* Please note that the more detail provided, the more complete picture reviewers will have of your program and successes.

Scoring is based on the five areas listed below, each worth 10 points:

(1 = lowest score to 10 = highest score; Total Maximum Score: 50 points)

Innovative: How innovative was the program in achieving its goals?

Sustainable: How sustainable is the program over time?

Cost-Effective: Does the program make good use of available resources and cost-saving practices?

Transferable: Can others easily replicate or transfer the program?

Presentation: How complete, detailed, organized and well-presented is the nomination?

The **2017 Champions of Breakfast Awards** committee will select winners in the following categories:

1. Successful Startup of a New School Breakfast Program

This award will go to an SFA/school that implemented the National School Breakfast Program at the start of school year 2016-2017. In this category, we will consider the reasons cited for starting the new breakfast program, as well as how SFAs/schools planned, communicated, funded and executed the program successfully.

2. Implementation of an Innovative School Breakfast Model

This award will go to an SFA/school that has sought to increase participation in its School Breakfast Program through the implementation of an innovative model. In this category, we will consider the model chosen, how the SFA/school implemented the new model and the new model's impact on breakfast participation.

3. Boosting Breakfast Meal Quality

This award will go to an SFA/school that incorporates strategies to improve and ensure a high standard of breakfast meal quality. In this category, we will consider the measures taken to improve meal quality during breakfast meal service, such as the incorporation of local foods, frequent inclusion of meat/meat alternate substitution, elimination/reduction of juice offerings, offering a variety of fruits and/or vegetables, including fresh options, establishing a sugar limit for cereal and yogurt products, scratch cooking, or the implementation of smarter lunchroom practices.

4. Tradition of Excellence in Serving School Breakfast

This award will go to an SFA/school that has demonstrated continued excellence in school breakfast service. In this category, we will consider any SFAs/schools that have a strong track record of breakfast participation as well as how the SFA/school has sought to continuously improve its School Breakfast Program.

C. Notification of winners

WRO will notify winners in time for National School Breakfast Week: March 6-10, 2017. Selected nominees and category winners may be featured in a regional or statewide publication and invited to participate in a webinar promoting SBP best practices. Please be aware that there is no monetary compensation for these awards.

Questions

Any questions regarding these awards should be directed to the State agency submitting the nomination(s). State agency contacts are as follows:

Alaska: Elizabeth Seitz – Elizabeth.seitz@alaska.gov

Arizona: Cara Peczkowski – Cara.Peczkowski@azed.gov

California: Steven Yokoi – Syokoi@cde.ca.gov

Guam: Mathew L.G. Sablan – mlgsablan@gdoe.net

Hawaii: Linda Char – Linda_F_Char@notes.k12.hi.us

Idaho: Lynda Westphal, Jasmine Platt – ljwestphal@sde.idaho.gov, jplatt@sde.idaho.gov

Nevada: Catrina Peters – cpeters@agri.nv.gov

Oregon: Heidi Dupuis – heidi.dupuis@state.or.us

Washington: Wendy Barkley – wendy.barkley@k12.wa.us